

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS, 10 SPRUCE ST., NEW YORK.

VOL. IV. NEW YORK, JANUARY 14, 1891.

NO. 2.

This season of the year finds
many a business man

In Darkest Trade And The Way Out

is by Newspaper Advertising.

For any information about it consult



*Newspaper Advertising Agents,
Philadelphia.*

This Page Cost \$3,900

We could not buy it for less, although we confess it seems like paying a pretty stiff figure for so small a space. We have purchased it for one year, in order to give advertisers reliable information relative to the **Atlantic Coast Lists** of 1400 Local Newspapers, and influence some of them to use these Lists, and thereby be enabled to address between five and six million readers weekly, and at the same time not pay over half a cent a line per paper.

Half
Cent
a
Line
a
Paper
is the
Price
of
Transient
Advertising
in the
Atlantic
Coast
Lists
of
1400
Family
Country
Papers
Reaching
nearly
Six
Million
Readers
in
Prosperous
Towns
and
Villages

There are lots of good things to be learned about the Atlantic Coast Lists.

Advertising Agents may not always have the time to explain why these lists are most valuable to advertisers desiring to reach the country people. We, however, are never too busy to do so, but give every inquiry the careful attention it deserves. By so doing we make customers for

our Lists and a profit for ourselves. We send catalogues when requested.

New York Newspaper Union,
134 Leonard St., New York.

It affords us much pleasure to be able to state that we have had largely-increased demand for our Syrup of Figs since advertising in your Lists, from the section which they cover, and as our sales are constantly increasing in that section, we think the advertising will pay us even better during the coming year than it has in the past.

Yours truly

CALIFORNIA FIG SYRUP CO.

Louisville, Ky., Dec. 6, 1890.

PRINTERS' INK.

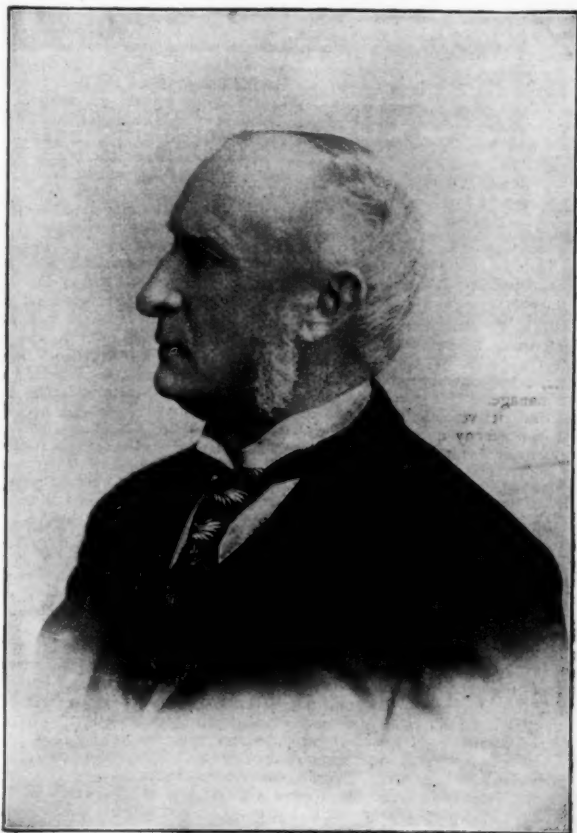
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Vol. IV.

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No. 2.



S. M. PETTENGILL.

REMINISCENCES OF THE ADVERTISING BUSINESS.

No. II.

BY S. M. PETTENGILL.

In 1851 I began publishing a monthly newspaper in Boston in connection with my advertising agency, called *Pettengill's Reporter*, devoted to the interests of publishers and advertisers generally, in which was printed, among many other things of interest, a list of newspapers published in the United States and Canada. They were gathered from every available source. The list was at first very imperfect, but after being corrected from month to month, it became, at last, a fairly correct list of the newspapers then published. The *Reporter* was sent to a majority of the newspapers throughout the country. An article appeared in it, written by the late Elizer Wright, in regard to the trial and execution of Professor Webster in Boston for murder, which attracted wide attention, and was extensively copied and commented on in many newspapers in different parts of the country.

Among the many reasons and inducements to establish an advertising agency in New York city was an offer from Mr. Warren Leland, of Leland Brothers, proprietors of the Clinton Hotel, of Nassau and Beekman streets, New York. He came into my office, No. 10 State street, Boston, some time in the fall of 1851, with Mr. George W. Simmons, he introducing me to him as the manager of his advertising, and who did it very satisfactorily. He asked me many questions about it—how and where it was done, and what were my facilities for doing an extensive business throughout the entire country. He told me that in the coming spring he and his brother would open a new and elegant hotel on Broadway, New York, to be called the Metropolitan Hotel. He said it was then being erected, and would be the largest and most elegant hotel in all its appointments in this country, if not in the world. He further stated that they proposed to advertise it extensively in all parts of the country before it was opened for business, but would not like to be obliged to send the order to Boston to be done. If I would establish an office in New York city he would probably give me a large order. He said, "Why not establish a branch in New York city? It is the place for you, and you can do many times the business

there that you can in Boston." Other advertisers said the same, or similar things, about the superiority of New York over that of Boston as a place for business.

I was exceedingly pleased and gratified on receiving, soon after I began in New York, a written testimonial and indorsement, handsomely engrossed, signed by about thirty of the most prominent business firms in Boston, for whom I had done advertising, expressing their confidence in me as a man, and their satisfaction as to the manner and results of the advertising that they had done through my agency, and recommending me and my agency to the confidence and support of the merchants of New York. This I had framed, and it hung in a prominent place in my New York office until the fire that destroyed the Park Row offices and their contents in 1882. It greatly encouraged and assisted me in becoming established in New York city.

My office was, at the beginning of the advertising agency, in New York at No. 122 Nassau street. The *Baptist Record* (since changed to New York *Examiner*) was for many years published at the same number. The *Merchants' Ledger*, then owned by Mr. Pratt, was published at No. 118 or 120 Nassau street. This paper was soon after purchased by Mr. Robert Bonner, a young Scotch-Irish printer, who had been at work on the New York *Herald* and the New York *Mirror*. He was one of the very best and fastest compositors in New York. The *Merchants' Ledger* had been published weekly for several years as a commercial and advertising newspaper, and it was continued for a year or more by Mr. Bonner in the same line, and greatly improved. He showed great tact, energy and enterprise in obtaining business for it, and he made it a very valuable advertising medium for merchants and others. If he had continued it in that line, he would undoubtedly have made it the leading commercial newspaper in this country. Mr. Bonner was always ambitious to excel, and he did in whatever he undertook, whether it was in setting up type, publishing newspapers, engaging eminent contributors for his paper, driving fast horses, or in generous and benevolent deeds.

One number of *Pettengill's Reporter* was set up and printed in the office of the *Merchants' Ledger* after Mr. Bon-

ner bought it. He told me that he himself made up the forms and prepared them for the press.

Mr. Bonner, while it was the *Merchants' Ledger*, employed Mr. John Hooper as advertising agent. He gave him several orders for his advertisements for one insertion in the city daily papers. Mr. Hooper's way of doing business was this: On the morning that his advertisements appeared he obtained receipts for each in all the papers in which his advertisements appeared; and at stated times made out a bill for each item in all the papers against the advertiser, and attached the receipts to it as vouchers. He had no bookkeeper, and only entered orders in a pocket memorandum book. For some years he had no office down-town but had a box in Dutch street where orders could be left for him. His advertising was then confined entirely to city newspapers. When he had advertising for any newspapers out of the city, he usually gave the order to me to carry out. Soon after we had moved into the new marble-front building, No. 119 Nassau street, our new office, in the fall of 1854, Mr. Bonner came into the office, with advertisements in type, and asked what they would cost to insert them once in the principal daily newspapers all over the country. He wanted them repeated several times in the most prominent manner, on the best page. He selected the papers, and I made out an estimate, which he accepted. It was an announcement that the *Merchants' Ledger* would hereafter be changed to the *New York Ledger* and be hereafter a literary family journal of high character; that Fanny Fern's new story would be contributed to the first number, which was very interesting and instructive, etc., etc. He had contracted with Fanny Fern to write a ten-column story and had paid her \$1,000 for it, and had the whole already in type; that it was a capital story and it would take, he thought, immensely with the public, and he proposed to advertise it extensively in all parts of the country. He came into the office a week later and said he wanted a list of the best dailies in the whole country, with an estimate of the cost, for the first chapter of Fanny Fern's story, making two or three columns, to be printed among the miscellaneous matter of the papers, and that he would furnish the copy to be sent. I made him an estimate at once,

or as soon as the whole force of the office could do it, giving the cost per line in each paper, and furnished it to him later in the afternoon of that day. As the lines were to be counted from the newspapers in which the story was to appear, I could not give the exact cost but gave an approximate estimate. If the estimate cost came to, say \$10,000, as it did in one case, he said it must be reduced by dropping off the least important papers, as it must not cost more than \$8,000, as that was all he had in bank. I replied, "I will trust you for the whole sum as long as you desire." He replied, "No; I will not let you trust me for more than my bank balance. I will not run in debt for advertising more than I can pay at any time."

He acted on this principle in all my dealings with him.

Nothing could change him from this purpose. His directions were that the story should be inserted in large reading-matter type, precisely in the manner sent, or not at all, and that it should have no appearance of being an advertisement, and that all advertisements should be sent in the mail on the day he ordered, and all, if possible, go in the next Monday's edition of the paper, and never on Sunday, on any account. He would never advertise in a Sunday newspaper. The story went into the papers as ordered, and an immense demand was made for the *Ledger*. It was then a novel way of advertising, and I believe publishing parts of stories in the papers originated with Mr. Bonner.

I carried out Mr. Bonner's directions to the letter; the *Ledger* was printed with new type, in good taste, and the story was set up in an attractive manner. The announcement and the story made a decided sensation, and the second part was already published in the *Ledger* when a large demand came for it, and with one bound it became a decided success. This success came not by chance or good luck, nor by good advertising alone, but was entirely owing to the good judgment, consummate tact and foresight of Mr. Robert Bonner. The news agents had been prepared for the demand by receiving circulars and posters for them to distribute. The paper was all that it purported to be, and it filled a long-felt want for a good and pure story paper suited to the taste of the great majority of readers. The success of this

venture induced Mr. Bonner to secure other good stories from other popular writers, and to advertise them largely in newspapers whose circulation covered the whole country, until finally he had contributing to the *Ledger* the greatest array of talent ever engaged on any newspaper, comprising the most famous clergymen, judges, editors, journalists, poets and other talented men and women. He had a preference for the daily papers. At intervals of two or three months he would send out portions of a new story of two or more columns in length, enough to make the reader interested, and would then end by saying that the remainder would be found in the New York *Ledger* of a date named. He had some imitators in his style of advertising, but no one else seemed to meet with success in this style of advertising. Perhaps they did not know how to do it, or had not as good a paper, or arrangements for its distribution and sale as well perfected. I declined to attend to the advertising of any other party who imitated his style.

Mr. Bonner would frequently advertise in the city dailies, repeating the same advertisement to make several columns, and occasionally an entire page or more in one issue. He did this in the New York daily *Herald*, *Times* and *Tribune*, *World* and *Sun*, and in one issue of the New York *Herald* he advertised eight pages. On June 17, 1856, he advertised a full page in the New York weekly *Tribune*. The following is his advertisement of it, which he repeated many times:

\$1,500 PAID FOR A SINGLE LEDGER ADVERTISEMENT (one insertion) in The Weekly Tribune, and

ONE HUNDRED GUNS fired in the Park in honor of THE LEDGER'S success. Here is an example for THE LEDGER'S IMITATORS. But what's the use of talking to people who have no souls? Can the Ethiopian change his skin or the leopard his spots?

Mr. Bonner has the talent of writing taking advertisements. No one can write better ones. He wrote all his own advertisements. Here is one that was inserted in June, 1856:

THE GREAT FAMILY PAPER.

CIRCULATION 150,000.

THE NEW YORK LEDGER is the leading Family Paper of the world. The best writers write for it; the best stories are published in it; the handsomest Engravings embellish it; the Latest Fashions adorn it; the purest morality tempers it; the most sparkling wit enlivens it; the keenest satire seasons it; the Latest News freshens it; and the cream of whatever is most desirable enriches it.

Over Two Thousand Dollars are sometimes expended on one number of The Ledger.

Now is a good time to subscribe, as a capital story has just been commenced; and as a proof that it is a GOOD ONE we have given the reader the first installment of it on this page. Address

ROBERT BONNER,
Editor and Proprietor,
No. 44 Ann street, New York.

I could relate many incidents of his advertising business, which would undoubtedly be instructive and entertaining, which I do not feel at liberty to do. I attended to Mr. Bonner's advertising for a period of thirty-two years, and he paid me during that time for the advertising that went through our agency considerably more than one million dollars in cash. During all that time we never had any serious disagreement. He always did exactly what he promised to do, and I tried to do the same. I endeavored to carry out his orders implicitly, and to always have vouchers for every item of my bills, which he always promptly paid. When Mr. Bonner had critically examined an estimate that I had furnished and found out its cost, and said, "All right, send it all out to-night," that was a sufficient contract for me for any size order from him, even though it reached six figures. I never had, for any order, a written agreement with him—his word was as good as his or any man's bond. He never gave notes or borrowed money or mortgaged his property, and was and is altogether a model business man.

Mr. Robert Bonner has now retired from active business, and is a millionaire many times over, although but 66 years of age, with his natural force unabated, and has wisely, I think, given in his life-time the *Ledger* and considerable other property to his three sons, who are "chips of the old block" and are infusing into the *Ledger* of to-day a new life and energy, with new methods of their own. May they be as honorable and successful as their worthy and honored father.

HOW NEW YORK MERCHANTS ADVERTISE.

One is sometimes asked the question, "What is big advertising?" For a retail merchant in New York fifty thousand dollars per year is a sum which few exceed. The well-known house of E. J. Denning & Co., successors to A. T. Stewart, are credited with spending about one hundred thousand dollars during the past year. No other house

in New York is believed to spend as much. The majority of the other large retail houses are supposed to keep under fifty thousand dollars. From personal investigation and other information, I hardly think there are over a half dozen who exceed forty thousand dollars. A great many pay the newspapers as much as twenty-five thousand dollars per year, and it requires at least that much to make any considerable show in New York. Should a new firm start in with ever so fine a store and ever so large a stock, they would find it necessary to devote upwards of forty thousand dollars to advertising in order to take rank as competitors with the older leading houses.

Even these great amounts do not permit the use of the leading dailies more than every other day on an average. Many houses do no advertising of consequence during January, February, July and August. During the remaining eight months they expect to spend from four to five thousand dollars per month.

Sunday is the great day for retail advertising in New York. While there are many who are uncertain as to its being as good as Monday or other workdays, the popular opinion is strongly in favor of extensive Sunday advertising. During the remainder of the week some advertise on alternate days, changing from one paper to another, endeavoring to be represented at least twice each week in each of the leading dailies.

One reason why so much money is required to do justice to the case is because there are so many good papers published here, and it seems impossible to leave any out absolutely.

All told, there are eighteen or twenty daily papers, counting morning and evening editions.

The big advertiser must include all of these, to a greater or less extent. Add to this list a countless horde of weeklies, monthlies and suburban papers, and you can readily see that to give each paper the merest morsel would eat up a fortune. Then, too, advertising rates are high—a column in the morning *World* costs (if all display type) \$180 on week days, and about \$210 on Sundays. The *Times*, *Tribune*, *Herald* and *Sun* are about as expensive. The evening papers charge from \$40 to \$100 per column, according to position. No discounts are allowed by the larger papers for time contracts or large spaces.

The man with the ten-line advertisement pays no more in proportion than the man with a page.

All the large advertisers deal with advertising agents, instead of with the papers direct. There are two principal reasons for this: one is that these advertising agents are allowed a commission of from 10 to 15 per cent by the newspapers, which the agents often divide with the merchant in order to hold his patronage. In return for placing business with him, much of the burden of the detail work of inserting advertising is assumed by the agent. He visits the store, collects copy, takes it to some one of the papers proposed to be used, gets the advertisement set up into type, takes a proof back to the store, and after all corrections are made has from six to twenty proofs taken, which he then sends around to the various papers. The papers hold the agent responsible for all advertisements inserted by him and exact monthly settlements of all accounts.

Advertisers who pay but limited attention to that part of their business and imagine that "anything will do," should see with what accuracy and great pains the big advertisers of New York prepare their announcements. Many firms employ men to prepare their advertisements for them; others—and this class is by far the largest—will trust no one except a member of the firm to write and pass upon the matter before it is sent out.

The firms who have distinguished themselves for the brightest, best and most effective advertisements are extremely careful, and devote patient and intelligent efforts to their every announcement. Those who read and admire the exceptionally prominent advertisements perhaps think they are the off-hand work of a genius who couldn't write a poor one if he tried. On the contrary, I know the head of a great house who will study for days over the wording, alter and amend it a half dozen times, and finally, when each and every superfluous word has been stricken out, and each phrase carefully polished and rounded, each figure verified, sends it out. Of course it must not be supposed that he spent his entire time on the advertising, but such spare moments as he could find, and often hours, too.

The best advertising is undoubtedly prepared by those firms who have a member who is specially adapted to that

branch of the work. But it must not be supposed that all the advertisers in New York are masters of the art. On the contrary, there could be no more rapid, pointless, atrocious specimens of bad advertising than can be seen in almost any of the daily papers.

Merchants who write their own advertisements should subscribe regularly for the Sunday papers of such cities as are noted for best efforts in advertising. The following cities can be called leaders: Philadelphia, Chicago, New York, Boston, Omaha, Atlanta, Buffalo and Pittsburgh. The advertisements in the Philadelphia papers show, on an average, the greatest amount of skill in preparation; the Chicago papers use the best styles of display type and have the most artistic advertising; Omaha, Atlanta and Buffalo, each have a combination of good points, but have also blemishes; New York and Boston papers have occasionally good specimens of writing, and less often good specimens of artistic display. Cincinnati, St. Louis and some other large cities are given over so thoroughly to the use of "poster" type that good writing is lost, and artistic display impossible. One would think that New York and Brooklyn would have the *par excellence* of handsome advertising, but they are far from it in my opinion. It is partly the fault of the advertisers and partly the fault of the papers.

The evening papers show some tasty advertising, but, with the exception of the *Tribune* and *Times*, none of the others are in the race.

The *Herald* cannot be included in the list either way, for it has no display type except composite letters. As between the horrid black heavy-faced type used in the *Sun*, *World*, *Journal*, *Press*, and largely in the *Times*, I much prefer the neat effect of the *Herald* style. Still I believe the "happy medium" would meet all objections and serve all advertisers most effectually. Who will adopt it first?

A. L. TEELE.

It is not necessary to use a tremendous display advertisement in a newspaper in order to catch the buyer's eyes. Use an important phrase for a head-line and you can have the balance of the advertisement set solid in the smallest kind of type. The entire advertisement will be read by the prospective buyer after he sees the head-line calling attention to something he wants.—*Reading (Pa.) Eagle*.

STRAY SHOTS.

Let us have truth! The world at large says that there is a great deal of humbug in the advertising field. It is all the more important to resist the humbug which is written up about advertising by editorial scribblers. Many misleading items are now floating around the daily press to the effect that fortunes can be made in writing advertising. Very little money is, in fact, paid for it. The field is narrow and full, and the hard-headed business men who pay for such services demand much more careful work than many literary scribblers are permitted to publish, if we may judge from such items as the following from an Atlanta journal:

An advertising writer, who was here at one of our expositions, makes \$10,000 a year. He left Atlanta to go to Australia, a country where newspapers are even larger than ours.

The college graduate who wants to be an editorial writer may sneer; but these business writers make \$10 where he makes one.

A young man established himself in a Western city as an advertisement writer on commission for a big daily in the East. In two or three years he had an annual income of \$30,000.

There are men in the advertising business who make \$10,000 a year; but they are not advertising writers. There are several commission houses who deal in advertising to the extent of half a million to a million dollars per annum. A business of such magnitude should pay a great profit, including as it does a great force of workers, among others advertising writers, who are paid annual salaries of from \$750 to \$1,500. The advertising writer who visited Atlanta and its exposition, and who makes \$10,000 a year, was either a myth, or else he makes the \$10,000 as a profit or commission on advertising, and not solely by writing. If he has gone to Australia his presence there has not yet had any very marked effect on the terribly crude advertising of that country, where the entire city population of the whole continent (including Tasmania and New Zealand) would not furnish a sufficient number of houses to take in the daily edition of the *New York World* if every family in palace or hovel took a copy every day. I have heard of a young man who had the sole agency of several papers and made a lucky contract with them, on the condition that he would increase the business to an extraordinary extent during the year's contract. He em-

ployed several active assistants and made a *gross* income of \$20,000—that year. It would be impossible for him to do it the second year. He couldn't write an advertisement if he tried. One man in the United States has earned \$10,000 as an advertising writer. He held the position for several years and then "sought pastures new." Whether irregular employment has since averaged as well is a question. Few men wear well in such work. There is an almost inevitable sameness about their writings, which soon causes them to pall on the public appetite. Advertisers want as decided an individuality about their announcements as possible, and do not like to become sharers in the work even of a very bright writer. This makes a double limit to the extension of his clientele. Many, if not most, good advertisements are "happy thoughts," and these occur spasmodically. Like lightning, they seldom strike in the same place twice. From all parts of the country articles such as *Pearline*, *Pear's* soap and other chattily-advertised goods receive verses and designs from aspiring poets and artists. Large quantities of very good versification must be refused, for advertising space is paid for by the line, and every change costs money. I can bear witness to the very general tendency to "write advertisements"—for *Sapolio* often receives several such letters in a single mail, sent even from England and other foreign parts, and at times written in foreign tongues. Young man from college! The market is overstocked—and so is my desk.

I spent \$250 in advertising the *National Grocer*. I received but few replies and but little direct business. Do you imagine that \$250 lost? Other advertisers doubtless got golden returns. I got practically none that I could see; but the money was not thrown away, it was spent in educating the public. Now your education cost much money and did not pay at first; after years of education you finally reached paying results. The education of the public costs more than the education of the individual and it pays better in the end. Large bodies move slowly. You cannot expect to convert the entire community in a night. The world that was using a needle universally was not immediately converted to the use of the sewing machine when the principle was discovered. A

community that is accustomed to use Smith's coffee or Jones' cocoa will not be turned into customers of a new brand, however good or even superior, without considerable effort on the part of the manufacturer. It may take ten years of effort and outlay to convert the general house-keeping class from the use of common soap to the use of *Sapolio* in house cleaning; in doing it you may sink, if you will, below the surface, hundreds of thousands of dollars, but it pays in the end.

In many cities an unconstitutional tax is levied on advertising in the interest of local bill-posters and distributing concerns. General advertisers should take some steps to oppose this injustice. At Buffalo, at Omaha, and many other places the local bill-posters have secured the passage of a city ordinance, fixing the license for bill-posting or circular distribution at a price which practically prohibits foreign firms from distributing their own pamphlets or tacking up their own signs within the city limits. Now these cities have undoubtedly a right to establish a license for the regulation of businesses established and carried on within their limits, but they have no right to prevent any citizen of the United States from distributing by his own hand, or through those of his direct employees, his own circulars.

ARTEMAS WARD.

ANY one who doubts the importance of advertising as a factor in the commercial system of the United States should think one moment over the estimate given out by PRINTERS' INK recently as to the annual bulk of business done by the publications of the United States and Canada. From imperfect data, and reasoning from best basis obtainable, they estimate that \$110,000,000 is expended by advertisers yearly. PRINTERS' INK is too conservative, I think, even in the face of this surprising total. I really believe the aggregate would be many millions more—at least enough to make the total \$125,000,000.—A. L. Teele, in the *Birmingham Age-Herald*.

AMONG enlightened business men the virtue of newspaper advertising has become an established fact. It is no longer a matter of doubt, and should not be treated as such.—A. N. Kellogg Newspaper Co.

THE CONVERSATIONAL STYLE.

I am a firm believer in the "Come-in-and-let-us-talk-it-over" style of confidential, conversational advertising when the subject is introduced by a catching and explanatory head-line. Pointed, pithy paragraphs, punctuated properly with the exclamation, dash and interrogation points, always make interesting reading.

Words should be selected for their simple appearance, terse meaning and sonorous sound when read aloud, or pleasing in rhyme when mentally digested. Always set the advertisement in plain, honest-looking type; it will then carry the same impression to the reader's mind as the talk of an honest man. To make advertising successful all the time you must inspire the reader with confidence in your statements.

Never burden your advertisement with a complicated or unreasonable theory. It may be very plain to the advertiser; but the readers are the American millions, and they have no time to investigate long-winded, uninteresting theories and pay for them. The common-sense theory of the advertisement should be apparent at a glance, and when the advertisement is read it should always call forth the approving nod, "That's so!"

Never put in the price first unless the price is the argument. Make the argument first, then the reader will be ready for the price. It is frequently remarked by men who never advertise—but ought to—that they don't believe in it, because they never read advertisements. They do, but they don't know it. The test is here:

"What line of business are you engaged in?"

"Advertising."

Very well; on opening the morning paper you read, in startling headlines, "\$110,000,000 spent annually for printers' ink! Does advertising pay?" In this you are interested. It is in your line of business, and you read the whole column of finely printed matter to the end.

The man who sits next to you in the street car is yellow skinned, restless eyed, nervous, thin and bony. He buys a paper, but he feels almost too bad to read. The ever-alive, proper-place-to-advertise-patent-medicine man has conveniently placed on the first page, top column, next to the reading

matter, a single line in black type: "How Do You Feel After You Eat?" and answers it as a matter of course with the word "Badly." Is he not at once interested, for he feels bad after he eats? Dyspeptics always do. First catch the eye with a word or line full of explanation, so as to single out your prospective reader as soon as his eye strikes the page.

The well-displayed "Toothache-cured-in-one-minute" advertisement, followed by a printed explanation in small type, never escapes the eye of a reader with an aching tooth. The sound-toothed man reads it, but he doesn't buy. He will when his teeth ache.

Advertising may sometimes make people buy what they don't want, but it is not profitable. H. L. KRAMER.

ADVERTISING not only brings trade, it directs trade, it creates trade.—*Reading (Pa.) Eagle*.

FOR SALE.

Advertisements under this head 25 cents a line

BIG PREMIUMS TO INCREASE PROFITS. EMPIRE PUB. CO., 66 Duane St., N. Y.

8 COLUMNS to highest bidder. Send for circular. HERALD, Townville, Pa. A chance.

DIRECTORIES NIAGARA CO., N. Y., Pop. 61,000, for sale. WARD & COBB, Lockport, N. Y.

A CHANCE for a Republican to secure good location. Weekly paper and job office at very small cost. Address "LOCATION," care PRINTERS' INK.

COOK NAILS UP SIGNS, distributes circulars, papers, samples, &c., in Auburn and surrounding country. Address A. W. COOK, 6 Mather St., Auburn, N. Y.

FOR SALE—A rare chance. An old and well-established job office, with good reputation for fine work. Best location, good business. W. W. Chew, 712 Chestnut St., Philadelphia, Pa.

FOR SALE—A Daily and Weekly Paper in a thriving manufacturing community in New England. Customer must have not less than \$2,000 cash. Address "BUSINESS," care Press and Printer, Keene, N. H.

FOR SALE—The entire or one-half interest in the leading Daily and Weekly Democratic Paper of one of the most prosperous towns in New York State. Parties who are unable to pay at least \$2,000 in cash need not apply to "B. F.," care PRINTERS' INK.

IF YOU WANT TO SELL your Newspaper or Job Office, a Press, or a Font of Type, tell the story in twenty-three words and send it, with a dollar bill, to the office of PRINTERS' INK. If you will sell cheap enough, a single insertion of the announcement will generally secure a customer.

\$3,000 WILL buy half interest in independent Republican paper in Western Summer Resort; county seat; office invoices at \$5,000, and did business of over \$10,000 for three years past. Man of experience and a hustler wanted. Must have ready cash. Reason, too much work for one. Address, HUSTLER, care of PRINTERS' INK.

THE "STANDARD LIST."

Editor of PRINTERS' INK:

If the proprietors of the leading magazines in this country knew that their publications were in daily danger of being annihilated by a single man, what would they say and do? If they knew that the popularity and reputation of their property depended upon the whims and fancies of an individual, how would they treat him—with courtesy, or contempt? It is more than likely it would be the latter.

What, then, must they think of a man who, as an adept in magazine advertising, unblushingly sends out a "Standard List of 30 Magazines," with the foot-note: "This includes all magazines desirable for advertising," and carefully excludes many of the magazines acknowledged by the civilized world to be leaders in every way? In this list, which "for permanence, character and paying qualities," Mr. J. Walter Thompson says "is unrivaled," we see no mention of *Scribner's*, *Lippincott's* or the *Cosmopolitan*, which are indubitably in the very front rank of monthly periodicals. But at least one-half of this "standard" list is composed of fourth, fifth or sixth class publications which are known to many of us by name only. Here is a fair sample:

In the List.	Not in the List.
Authors' Home.	Scribner's.
Art Journal.	Lippincott's.
Ballou's.	Cosmopolitan.
Budget.	Chataquan.
Cottage Hearth.	Delineator.
Domestic.	Ladies' Home Journal.
Eclectic.	Brattleboro' Household.
Godey's.	Ladies' World.
Herald of Health.	Minn. Housekeeper.
Leisure Hours.	Housewife.
Our Little Ones.	Good Housekeeping.
Peterson's.	American Garden.
Pleasant Hours.	
Season.	
Vick's Monthly.	
Wide Awake.	

The veriest tyro in advertising can see at a glance that the exclusion of the twelve publications on the right, in favor of the sixteen on the left, which form the majority of Mr. Thompson's "Standard List of 30 Magazines," is a most arbitrary and unfair proceeding; while his assertion that his list "includes all magazines desirable for advertising" is at once false to his clients and insulting to his patrons. But the really funny part about Mr. J. W. Thompson's celluloid scale is the fact that the standard list contained thereon is as variable as the weathercock. The "scale" published half a year ago contained *Scribner's*, *Lippincott's* and the *Cosmopolitan*, but omitted the *North American Review*, the *Atlantic Monthly* and *Outing*. In both lists, however, there is a preponderance of magazines which would be vetoed by the advertiser who desired to use only the thirty leading monthlies.

Mr. Thompson is, of course, not to blame in compiling a list suited to his own tastes and purposes; but out of deference to the common sense of his clients he might have withheld the evidence of such unparalleled gall as is embodied in the assertion that his lists "include all magazines desirable for advertising," and said less about the "permanence, character and paying qualities" of those barely-known publications which he has endeavored to pull out of their native obscurity.

Some of these days, probably, proprietors of Mr. Thompson's "boy-cotted" magazines will become so annoyed that their contempt will ripen into action, and the consequences

may be that the "Standard List" will again show its variable nature.

PENNSYLVANIA.

Mr. Thompson seeks business for magazines. He makes up a list of those which he can offer to best advantage, and seeks a name for the combination. Standard is the name he adopts, and it is a very good name, too. As time passes he acquires a proprietary or trademark interest in the name. Surely he is under no obligation to drop the name because some magazine happens to die or become so prosperous that dealings with it are no longer profitable. Whatever the list may be, no one can deny that it is Thompson's "Standard."—*[Ed. PRINTERS' INK.]*

A MERCHANT cannot afford to sell at a small profit unless he does a large business, and the merchant cannot expect to do a large business by selling cheap unless he advertises his bargains. —*Reading (Pa.) Eagle.*

WANTS.

Advertisements under this head 2 cents a line

FLORAL DEPARTMENT—Wanted, position as editor of floral department on a good monthly. Address, "CAPABLE," care of PRINTERS' INK.

CANVASSERS wanted to secure subscriptions for PRINTERS' INK. Liberal terms allowed. Address Publisher of PRINTERS' INK, 10 Spruce St., New York.

A GOOD DAILY in a good city wants a few good men in its business department. Address, with references and terms, "EX-CELSIOR," care PRINTERS' INK.

WANTED—Correspondence with Western Publishers who will run our ads. as part pay on organs or pianos. WILLIAM'S ORGAN CO., Centerville, Iowa.

A NEWSPAPER PRESSMAN, experienced and competent, desires position on first-class daily having two or more perfecting presses. Address "WEB," care PRINTERS' INK.

I WANT ADVERTISING done on proprietary medicines; will give one-half of gross receipts. Country papers can make more on my ads than on any other. J. S. DODGE, M.D., Lincoln, Vt.

A MAN with a reputation as advertisement writer, typographer and newspaper manager, desires to take charge of special advertising department. 1891 Ideas. Address "FIRST PRIZE," care PRINTERS' INK.

TWO EDITORS AND PUBLISHERS: Keep this before you. TEN cents in stamps will be sent in return for a marked copy of any current issue of your paper containing **BANKING NEWS** of your locality (*formation of new banks and banking firms, changes in bank officers, etc.*) Mail to "FINANCIAL," P. O. Box 672, New York City.

EVERY ISSUE OF PRINTERS' INK is religiously read by many thousand newspaper men and printers, as well as by advertisers. If you want to buy a paper or to get a situation as editor, the thing to do is to announce your desire in a want advertisement. Any story that can be told in twenty-three words can be inserted for one dollar. As a rule, one insertion can be relied upon to do the business.

A PUBLISHER'S VIEWS.

CITY VS. COUNTRY.

In a recent issue of PRINTERS' INK appeared an article by Horace Dumars on "How to Suppress the Circulation Liar." I most heartily commend his plan, or in fact any plan which it would be feasible for publishers to adopt, whereby advertisers might rest assured that all circulation claims made by publications in the association could be substantiated. While there are "guaranteed" circulations which cannot be proved, so long will advertisers regard all circulation claims with more or less suspicion—usually more. Affidavits of circulation are very frequently regarded as "made to order," and post-office receipts are viewed with suspicion. The usual post-office receipt is nothing, if not indefinite.

Advertisers as a general thing, after their advertisement is inserted, prefer to take the publisher's word rather than go to the trouble necessary to verify it. In fact, oftentimes the verification would cost more than the advertisement itself. And if the returns from the paper are not satisfactory, while it may be due entirely to other causes, the circulation is doubted and the paper is the loser in the end.

By an association such as is suggested by Mr. Dumars (where the circulation would be guaranteed by the association, such papers being bound by their agreement to furnish free access to all their books and records to the authorized representative of the association) circulation reports would not only be correct but would be accepted as correct by advertisers. Confidence would be established which would lead to more liberal advertising patronage—more liberal, because it would pay the advertiser as well as the publisher.

Another thing which I believe such an association would accomplish would be a very material reduction in advertising rates in many mediums. It is so much easier to get a good price for the small pig in the bag than when he is in the pen with his fellows, where comparison is inevitable.

I trust this crusade against the circulation liar will not end as it has begun—in talk. W. N. SWETT.

NOTHING yet discovered or invented is so cheap as the newspaper, and nothing known can be so effective.—T. H. Cahill.

The Royal Baking Powder is advertised in all the country newspapers, while the Pears' Soap manufacturers patronize none of them. Royal Baking Powder is used practically by everybody, Pears' Soap by only a small portion of our people. The latter article is an expensive goods of its class and has little sale outside of towns and cities. The Royal Baking Powder Company give the credit of their success to advertising in the newspapers. Last year it is said the company cleared four hundred thousand dollars. Their trade was won and is largely held by advertising. Their medium is mainly the country newspapers.—Waynesburg (Pa.) Republican.

If you advertise at all, do it well. People enjoy reading advertisements containing good business sense.—Cincinnati Commercial Gazette.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 25c. a line.

FIGARO.

ALLEN'S.

20TH CENTURY.

ALLEN'S MILLION.

N. Y. Argosy, 114,000 w.

ALLEN'S LISTS—Results.

FARMERS' CALL, Quincy, Ill.

LEVEY'S INKS are the best. New York.

BAPTIST AND HERALD, Dallas, Texas.

SAN FRANCISCO BULLETIN is read by the purchasing class.

WEATHERFORD (TEXAS) CONSTITUTION, 1 in., 1 yr., \$22.50 net.

SAN FRANCISCO CALL has the most "Want" advertisements.

THE NEWS—Largest circulation in Kingston, Ont. Over 2,000 daily.

HOME GUARD—Sixth Year. Finely Illustrated. Providence, R. I.

SAN FRANCISCO CALL is the best morning newspaper in California.

SAN FRANCISCO BULLETIN, the leading Evening Paper of California.

SAN FRANCISCO CALL is the people's medium and a family paper.

SAN FRANCISCO BULLETIN has the largest bona fide circulation.

KEY WEST ADVERTISER, W. Good advertising medium. Key West, Fla.

SAN FRANCISCO CALL is unequalled in circulation, character and influence.

NEW HAVEN NEWS.—Guaranteed largest morning circulation in Connecticut.

CIRCULARS, etc., distributed at \$1 per 1,000 through State. Mfrs. Agency, Salem, Mass.

HIGHEST ORDER Mechanical Engraving. J. E. Rhodes, 7 New Chambers St., N. Y.

EVENING STAR. 1 cent. Poughkeepsie. Largest circ'n between N. Y. and Albany.

FIGARO—CHICAGO—Goes weekly to the best and wealthiest people of the city

SAN FRANCISCO CALL estab. 1853; actual circulation: D. 55,063; S. 57,742; W. 22,846.

ADVERTISER AND FARMER—26,000; \$2.50 an inch. 15th EACH MONTH. Bay Shore, N. Y.

4,000 FRESH NAMES AND ADDRESSES for \$10.50. Address FRED. C. McPHERSON, Topeka, Kansas.

BAPTIST AND HERALD, Dallas, Texas. 23,000 a week. In its 40th vol. Eastern office, 11 Tribune Building, N. Y.

THE INTER MOUNTAIN, Warsaw, Ind., a semi-monthly family journal, going to 10,000 country homes. Yearly contract, 6 cents a line per time.

STRATFORD (ONT.) HERALD. Only daily in city of 11,000. Weekly largest circulation in Perth district, and growing with leaps and bounds.

YOU can run a local illustrated paper at a profit. We will tell you how. ATLANTIC PUBLISHING COMPANY, 35 Warren St., New York City.

THE SOUTHERN HORTICULTURAL JOURNAL, Weatherford, Texas, is the leading horticultural paper of the South and has the largest circulation.

GOOD NEWS, boys' and girls' paper; 16 pages; illustrated; circulation, 100,000. 50 cents a line. STREET & SMITH, Publishers, 25 to 31 Rose St., New York.

THE DAILY AND WEEKLY SUN, Gainesville, Fla., is successor to all papers in that city. Fifteen years old. Best advertising medium in interior of State. Try it.

TEXAS BAPTIST AND HERALD, Dallas, Texas. The leading Baptist publication of the South-West. Now in its 40th volume. Eastern office, 11 Tribune Building, N. Y.

THE LORD & THOMAS Religious Newspaper Combination is the medium for advertisers to reach the best buyers of the West. Lowest rate by all advertising agencies.

PAPER DEALERS.—H. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers at lowest prices. Full line quality of PRINTERS' INK.

5,000 LETTERS stamped and sealed with a Capillary Moistener, filled with everyday water. Mailed to your address for 50c. C. A. PRATT, 97 Oliver St., Boston.

COLUMBUS, Ohio.—**THE OHIO STATE JOURNAL**, Daily, Weekly and Sunday, is credited with being the leading paper by all newspaper authorities. Daily, 12,000; Sunday, 15,000; Weekly, 22,000.

DRUNKENNESS CURED—Also special tonic for bracing up quickly after drinking. Regular graduate. Hospital experience. Exclusive specialty. DR. FISHER, Lebanon, Warren County, Ohio.

FASHION AND FANCY, published at St. Louis, Mo., is one of a select list of household fashion journals recommended to advertisers by Geo. F. Rowell & Co. as a desirable medium in its particular field.

THE VOICE, published in New York City, is one of the 28 publications in the United States that, according to a list published by Geo. F. Rowell & Co., circulate between 100,000 and 150,000 copies each issue.

THE PRICE of the American Newspaper Directory is Five Dollars, and the purchase of the book carries with it a paid subscription to PRINTERS' INK for one year. Address: GEO. F. ROWELL & CO., Publishers, No. 10 Spruce St., New York.

A TWO-LINE NOTICE in PRINTERS' INK, under heading of Special Notices, is brought to the attention of 20,000 Advertisers every week for a whole year for \$36; 3 lines will cost \$30; 4 lines, \$32; 5 lines, \$35; 6 lines, \$38; 7 lines, \$41; 8 lines, \$44.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$10, he will be allowed a discount sufficient to pay for a year's subscription to PRINTERS' INK. Address: GEO. F. ROWELL & CO., Newspaper Advertising Agents, No. 10 Spruce St., New York.

WHENEVER an advertiser does business with our Advertising Agency to the amount of \$20, he will be presented with a complimentary copy of the American Newspaper Directory: a book of 1,450 pages, price \$5. G. F. ROWELL & CO., Newspaper Advertising Agents, 10 Spruce St., New York.

THE MEDICAL WORLD (Philadelphia) can show a larger circulation for each issue for the past three years than any other medical journal in the world. Absolute proof given. No evasive answers. Our books and printing establishment are open to inspection at all times. The best medium in this country to reach the medical profession.

THIS PAPER does not insert any advertisement as reading matter. Everything that does appear as reading matter is inserted free. The Special Notices are the nearest to reading matter that can be bought. The Special Notices are nearly as interesting as reading matter. The cost is 25 cents a line each issue for two lines or more.

THE HARTFORD TIMES leads all other newspapers published in Connecticut in point of circulation, popularity and influence. Hand to any responsible advertising agent, or send direct to the TIMES, Hartford, Conn., \$10.00 for a test of its value as an advertising medium. That sum will secure one-inch space in Daily one month. Estimates furnished.

NORWICH, CONNECTICUT.—Geo. F. Rowell & Co. publish a list of the best or most widely circulated or influential newspapers issued at important business centers throughout the country:—the newspaper in each place that gives the advertiser the most for his money. On this list THE BULLETIN, Daily and Weekly, is named for Norwich.

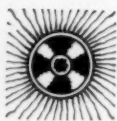
THE MEDICAL BRIEF (St. Louis) has unquestionably the largest circulation of any medical journal in the world. It shows its prosperity on its face. Compare its paper, reading matter, advertisements, etc., with any other medical journal of same price. We furnish, upon request, absolute proof of an excess of thirty thousand copies each issue.

THE AGE-HERALD, Birmingham, Ala., the only morning paper printed in the mineral region of Alabama. Average daily circulation, 7,500; average Sunday circulation, 10,000; average weekly circulation, 25,000. Population of Jefferson County, in which Birmingham is located, 100,000. For advertising rates address THE AGE-HERALD COMPANY, Birmingham, Alabama.

ADVERTISING MATTER, SAMPLES, Etc., "judiciously" distributed in Chicago and immediate suburbs. We don't handle lottery, secret disease, or other "snide" advertising. We have been established since 1882, and keep a corps of reliable men (boys not employed). Such houses as Marshall Field & Co., "The Fair," "The Hub," The Chicago Daily News, The Chicago Herald, Lord & Thomas, etc., intrust their work to us. Why not you? Correspondence solicited. THE BOWYER CIRCULAR ADVERTISING CO., 112 Washington St., Chicago. Mention PRINTERS' INK.

• THE POINTS •

WHICH AN ADVERTISER MUST CONSIDER.



1st—The Advertisement.

2d—The Papers and the Cost.

3d—The Placing of Contracts.

We will serve him on either
or all of these on conditions
set forth as follows :

The Preparation of the Advertisement.

Whoever would successfully conduct a line of advertising should devote great care and attention to the preparation of the advertisement to be used.

A good advertisement is the foundation stone of an advertiser's success, and money expended in getting started right is judiciously expended.

To aid the advertiser in preparing his advertisement is an important branch of our business.

When called upon to prepare an advertisement, or give advice or assistance in its preparation, it is always desirable that we be placed in possession of pretty full information concerning the business to be advertised. This is usually fairly well conveyed by circulars or other advertising matter that has been used in times past.

We undertake to prepare a suitable advertisement, have it set in type in such a style as appears effective, and to procure illustrations, if any are needed.

After a satisfactory advertisement has been produced we furnish an electrotyped pattern, to be used for duplication.

For the labor and expense of preparing the advertisement a suitable charge is made, the amount depending upon the time and talent brought into requisition.

The Selection of Papers and the Cost.

The advertiser who wishes to advertise profitably must tell the story he has to tell to the largest number of the right sort of people at the smallest cost.

To accomplish this he must secure the appearance of his advertisement in the papers that are read by the largest number of the classes of people to whom he wishes to appeal.

For every person who specifies the territory he wishes to cover and furnishes a list of the papers he wishes to use, or asks us to name the papers we would recommend, we will prepare an estimate, setting forth in detail the circulation rating of each paper, the publisher's schedule price for the service required, and also a statement of our own opinion as to what sum would be a low price to offer to each publisher for the service required. We will also, if it appears to be desirable, add a higher price beyond which, in our opinion, the advertiser ought not to consent to pay. For preparing such an estimate we will charge the advertiser a fair and reasonable fee in full payment for our services, and he will be under no obligation to employ us further, but at full liberty to make any use of the estimate that to him seems good. He will have bought and paid for the information; it will have become his, and he may do with it whatever he sees fit.

The Placing of Contracts.

When a suitable advertisement has been prepared and a satisfactory list of papers arrived at, with the right price to pay for the service in each case, the advertiser may contract for the placing of his advertising by personal application to the publishers—by letter, or otherwise; or may award the contract to some advertising agency offering better terms.

Or, we will contract with publishers, and require the advertiser to pay us for the advertising, no more in any case than the exact net price that is accepted from us by the publisher, giving the advertiser the advantage of every special rate and agent's commissions, and charging for our services a reasonable fee that may be arrived at by a percentage, or an outright round sum to be fixed by agreement.

An advertiser who is contemplating a *very small* expenditure, and is in doubt as to what he wants to do, or how he ought to do it, will do well to send us such information as will enable us to prepare his advertisement, together with a check for the amount he deems it advisable to expend, and leave the details to our experience and judgment. In that way he will get the best service for the money, and the work will be promptly done, no time being lost in correspondence.

Address

GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau,
10 Spruce St., N. Y.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & CO., PUBLISHERS.

Office: No. 10 Spruce St., New York.

Issued every Wednesday. Subscription Price: Two Dollars a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, agate measure, 25 cents a line; \$50 a page; one-half page, \$25; one-fourth page, \$12.50. First or Last Page, \$100. Second Page, next to the Last Page, or Page first following reading matter, \$75. Double-column advertisements occupying less than half a page, charged double price. Special Notices, two lines or more, charged at 25 cents a line. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK JANUARY 14, 1891.

THE rates charged for advertising in PRINTERS' INK will be doubled after the issue of January 28th—now 25 cents a line and \$50 a page—then 50 cents a line and \$100 a page, each issue. Advertisers may contract for space at present rates by specifying now the amount wanted and the dates when it will be used, and furnishing copy in advance. Every advertiser is permitted and recommended to furnish new copy for every issue. Frequent changes give freshness to the columns of the paper and additional efficacy to the advertisement.

THE Business Writers' Association will hold its second convention at Cincinnati on January 12. This association has been considerably increased in numbers since its organization, and a pleasant as well as profitable meeting is anticipated. A report of the proceedings will appear in these columns in due time.

THERE has of late been a noticeable increase in the number of papers printed on the co-operative plan. Revised statistics place the number of ready-print papers in the United States at 7,042 as against 6,824, the number of papers embraced in the various co-operative lists when this subject was last mentioned in PRINTERS' INK. This is an increase of 218. As these figures show, the co-operative papers constitute a very considerable proportion of the entire number of papers published in the United States.

AN advertisement should always be given space enough to make it effective.

IF everybody knew what a good paper the *New York Evening Sun* is, and that it can be had by mail, postage paid, for \$2 a year, it would soon have a larger circulation than has ever been secured in America or anywhere else for a daily paper.

THE 177th edition of Newspaper Advertising, just issued, contains an instructive statement on "the best way to place newspaper advertising." A feature of the book is a red slip of paper inserted opposite the title page, evidently to give it additional prominence, which reads as follows:

The advertiser who examines this book will please bear in mind that if he wishes to do his own advertising by direct contract with publishers, or in any other way, we are still willing to furnish him with all the information he desires about papers to be used, prices to be paid, and all the aid which he needs about the preparation of his advertisement. See pages 11 and 13.

WE GIVE YOU WHAT YOU ASK FOR.

WE CHARGE YOU FOR THE WORK WE DO.

This was foreshadowed in Mr. Rowell's signed article in PRINTERS' INK of January 7th, "A Recent Development."

A CORRESPONDENT writing from Boston has evidently been impressed by the current fairy tales regarding the big salaries paid writers of advertisements. He makes the following inquiry:

Editor of PRINTERS' INK.

What salary is a man generally worth who can write and design high-grade advertisements?

An appropriate answer to our correspondent's question might well be made in the language of Betsy Prig to Mrs. Gamp when discussing the wonderful Mrs. Harris: "There ain't no setch person." The man with the ability to write and design advertisements of uniform "high grade" is a creature whose existence is yet to be discovered. "High-grade" advertisements are painfully rare. The more one sees of the advertising business the more he is impressed with the truth of the statement that a really first-class advertisement is largely a matter of accident. The writer puts forth all his efforts and may succeed in hitting the mark—or he may miss it. Some men, it is true, have the ability of hitting it oftener than others,

but one of the most desirable qualities about an advertisement is that it shall be distinct and altogether different from other advertisements. This is not possible with the work of the same person. His various advertisements will all bear a certain relation to one another, a similarity which is not difficult to find and point out. It is only once in a while that he will succeed in striking out into a wholly new field. Perhaps all this has something to do with the idea that writing advertisements is one of the easiest and pleasantest occupations. Roll-top desks and revolving chairs, plenty of leisure and fat pocket-books are not the accessories of the average advertisement writer. By special request, Mr. Artemas Ward—who is popularly supposed to be one of the best-paid men in the advertising business—treats of this matter in this week's installment of "Stray Shots," and the figures he names will probably be the kind of information our Boston correspondent desires.

THE appearance of the holiday number of *West Shore*—a handsome illustrated weekly paper in the style of *Puck* and *Judge*, published at Portland, Oregon—suggests the reflection that advertisers in the East are not ready enough to recognize the claims of the great and growing West. A man's native town is too apt to seem the entire world to him. There are two ways—perhaps more—of effectually dispelling the illusion. One is travel and the other is advertising. The traveler goes right into the heart of the various districts and sees things as they are. The advertiser stays at home and learns of the progress of the rest of the world from the glowing accounts of well-informed though not altogether disinterested solicitors. The pictures in colors as well as in black and white, which have appeared in *West Shore*, may give some people a new idea of the far West.

THE use of the word "Personal" on advertising circulars, as well as letters, deserves criticism. In the case of advertising matter its use is apt to make the recipient indignant or, at the least, it gives an unfavorable impression which is an overwhelming handicap to the advertiser. Ordinary business letters likewise should not be marked "personal." The person to whom the

letter is addressed may be out of town, and a long delay is the consequence. If the letter had been addressed to the firm name, it could have been promptly attended to. The only case in which the use of the word "Personal" is justifiable is, when the sender does not wish any one to read his communication except the one whose name he writes upon the envelope.

A FACETIOUS advertiser in search of a "business partner" advertises in one of the dailies as follows:

A LADY WISHES A GENTLEMAN of mature years preferred as business partner; success is reasonably expected, but those to whom the loss of a few hundred dollars would mean a life long diet of sunbeams and burial in the Potter's Field are requested not to answer; At New York references. Address I. M. TRUE.

HE HAS A DUTY TO PERFORM.

NASHVILLE BANNER,
NASHVILLE, Tenn., Dec. 23, 1890.
Geo. P. Rowell & Co.:

As publishers of a widely circulated paper and of a well-known newspaper directory, I desire to have your reply, through the columns of PRINTERS' INK, if you will, to the following query, which has presented itself as a serious one to me as the manager of a newspaper: If one publisher in a town makes a detailed statement of the circulation of his paper to advertisers and advertising agents, and has his paper rated by publishers of directories according to his statements, while the publishers of other papers in the same town will not make detailed statements of circulation, but give out indefinite and exaggerated claims, and by which their papers are rated in newspaper directories, should the candid and honest publisher himself make known the true circulation of his less candid contemporaries? Circulation being the proper basis upon which to calculate the value of newspaper space, should the publisher who makes known the circulation of his paper remain silent when he sees other papers, published in his own town and competitors for business, being rated too high by publishers of newspaper directories upon false and exaggerated claims?

A. L. LANDIS, JR.

At the office of the American Newspaper Directory it is the custom to pay a good deal of attention to what is said about the circulation of a competing journal by a publisher who, in a straightforward way, has given all the information that is desired about the circulation of his own; and it is the opinion in that office, often expressed, that a publisher who takes pains to get his own circulation correctly stated in the Directory, only does half his duty if he refrains from endeavoring to see that other papers are also rated correctly in the same publication.—[Ed. PRINTERS' INK.]

HOW TO SPEND \$5,000 IN ADVERTISING.

A few weeks ago Mr. Louis Lombard, director of the Utica Conservatory of Music, offered a prize of \$100 through the columns of this paper for the best suggestion on how to expend \$5,000 in advertising his institution. The answers received—which have been placed at the disposal of PRINTERS' INK—make a unique collection. There were about 300 competitors, many of whom suggested the same scheme. A majority said: "Place your \$5,000 with Geo. P. Rowell & Co., trusting to their experience and integrity." Upon the unanimous decision of the judges the prize has been awarded to Mr. L. B. Graves, of Washington, D. C. His suggestions were as follows:

1. If your faculty is not all that could be wished in every department, expend half of the \$5,000 to strengthen it. Fulfill every promise made in your catalogue. Your best and most lasting advertisements are satisfied pupils, and those that make a success at teaching or on the concert stage.

- a. Do not depend on attractive catalogues or cleverly written circulars, or dwell too much on the benefits to be derived from the class system. Let the pupils find them out for themselves.

3. Do not let any piano manufacturer use the conservatory as a means of advertising his pianos, to possibly your detriment. Be independent.

4. Do not let the personalities of teachers predominate over the conservatory's influence. Let the public feel that the conservatory can exist and prosper without a particular teacher.

5. Do not fail to have weekly public classes in general information, sight singing, harmony, lectures on musical form and works, that the culture of every student in any special branch may be broadened.

6. If your conservatory management and faculty can not well be improved on make a year's contract with responsible houses like Geo. P. Rowell & Co., or N. W. Ayer & Son, and tell them to expend \$5,000 to the best advantage for you, acting under your direction in a general way. As mediums I would suggest the leading New York dailies and standard magazines, those of national circulation, and avoid too much local advertisement.

Do not let your space be taken up wholly with cuts of your buildings. Pictures do not draw pupils. Tell your story by piecemeal, not all you have to offer at one shot. Two barrels are always better than one in hunting for birds—better still a breechloader.

If your teachers have attractive histories or world-wide reputations, let little bits of gossip about them be sandwiched in. Details always interest the public. Do not take up much space with courses of study or complete lists of teachers. Other conservatories do that; be different, to attract notice.

Have personal supervision of all advertisements, with an understanding that changes can be made to suit your ideas, if necessary.

Regard this the same as any other department of your conservatory. Index your advertisements, and, if local, note how many pupils come from that particular section. Have artistic electrotypes, double column, made and the cuts of metal with metal base, that at least one year's wear may be had out of them.

Lastly, if you cannot attend personally to the expenditure of the money put one-fifth of the \$5,000 into engaging a capable man to do it for you.

From among the more interesting and noticeable of the remainder we select the following:

G. A. Schulte, New York: Use the amount in giving free instruction to promising students who are without means. Each student will then be a permanent living advertisement.

Richard K. Fox, *Police Gazette*: Spend the amount in the columns of my paper.

Markell Bros., Baltimore: Get school and college principals to furnish addresses of post-graduates who have pursued a course in music, offering a prize to the one who sends the most pupils.

Horace Dumars, New York: Star a soloist—a graduate.

W. D. Showalter, Chicago: Invite undecided pupils to visit the institution and pay expenses.

S. R. Purdy, Utica: Use same methods as are employed by Hood's Sarsaparilla.

P. F. Collier, *Once a Week*: Place the money with us.

George E. Guerrier, New York: Advertise by electricity.

C. Van Alstyne, Waterford, Pa.: Strictly local reading advertisements in first-class papers.

P. W. Hart, New York: One page advertisement in each leading Sunday newspaper in New York. Cost, \$6,000.

Theo. H. Galpin, Oxford: Advertise on the latest music.

Hugh P. McNally, Boston *Herald*: Annual competition for amateur singers in United States and Canada.

Richard L. Curran, New York: Reduce a sheet of music composed by one of the faculty to suitable size for magazine advertising.

C. G. Trembley, Utica: Advertise in newspapers and run a car to stop a day in each city, on board of which car a concert will be given.

Mrs. Geo. Phlanz, Utica: Send out a lady conspicuously dressed to travel between New York and Chicago, distribute circulars and converse with people regarding the institution.

Kent Whiting, Copenhagen : A concert company from the institution, with a lecture after each entertainment.

W. A. Peters, editor *Carbonator and Bottler* : Advertise in musical papers and on all musical programmes.

John Vincent Taylor, New York : Compose music to American opera, libretto of which I have written, and have it performed, thus making the institution the parent of American opera.

Harvey C. Diefendorf, Fort Plain : Newspaper advertising and the distribution of a popular air.

H. O'R. Tucker, Troy *Press* : Place the money with G. P. Rowell & Co.

H. M. Hawkins, *Fireside Companion* : Issue white pocket-books with advertisement.

J. E. L. Hiltz, Harrisburg *Telegram* : Advertise in colored ink in the papers.

Marian A. MacMaster, M. D., Utica : Continue the plan already adopted by the conservatory.

W. W. Canfield, Utica *Observer* : Inaugurate competitions in different cities in the State.

Mrs. W. Dimpleby, Utica : Football matches and boat-races.

POOR DISPLAY IN DAILIES.

The clumsy display and unattractive arrangement of the modern advertising page justify any business man in remaining "out of it," and keeps advertising from being the success it could and should be made. The fact that business men indulge in advertising in its present hideousness should at least settle the question of whether advertising could be made to pay or not, and is good argument that it does even now pay to a certain extent.

Before me I have daily papers representing the cities of New York, Chicago, Philadelphia, Boston, San Francisco, Cincinnati, St. Paul and a few minor localities. With the exception of certain papers in Chicago and Philadelphia, the advertisements in these papers, judged from a practical and business stand-point, present a sorry mess. It is not necessary for the *Inland Printer* to go to the country, or to the recognized amateur, to procure samples of absurd display and heroic attempts at effect. The daily papers of our big cities will furnish all the examples needed for the "As It Was and As It Should Be" department. The idea of an advertisement having

any individuality or character seems never to have dawned upon the average "ad" man. An agricultural implement advertisement and an art dealer's announcement receive the same treatment at his hands. No distinction is made in the kind of type used or the manner of construction. What an absurdity, and what an injury to the value of advertising ! There is just as good reason for not setting all "ads" after a stereotyped fashion as there is for not dressing everybody alike. We are all more or less acquainted with the job printer "artist" who will use borders and ornaments without provocation and in all kinds of work. He has no respect for propriety. He is a "fancy" job printer, and he has to do it to "hold his job." When we are forced to gaze upon the result of his labor, our anguish goes out in a groan ; but how much worse is his style than that found in the average daily newspaper of to-day ? To my mind there isn't difference enough to make a credit mark. The creators are both in a rut—and perhaps should both be on a farm.

There are four noticeable reasons for the condition of the advertising columns of the daily press—injudicious advertisers, lack of proper material, incompetent workmen, and lack of business sagacity on the part of the managers and proprietors.

The equipment and general arrangement of an "ad" department should be most complete in every particular. Not only because better effects can be obtained, but also of economy. Any one who has witnessed the loss of time caused by a poorly equipped "ad" department can testify to the wisdom of being liberal in supply, perfect in arrangement, and complete in detail. It is false economy not to meet every demand made for material. The time saved will pay for it, to say nothing of the satisfaction given to the advertiser.

To bring about an improved condition in the advertising department of the daily paper too much care cannot be exercised in the selection of advertising compositors. Without men of good practical execution, judgment and originality, the best efforts of the advertiser and advertising manager would go for naught. The quantity, not quality, man should find no quarter in the "ad" department. Neither should the man who has no recommendation other than being a pet of some

one in authority, an old-timer in the office or the many other little things that are to-day so generally recognized by foremen who themselves cannot see that it makes any difference how an advertisement is set, so long as the space is filled. Let us look forward to the day when the advertiser recognizes character and good display, and the advertising manager and foreman insist upon a perfect execution of design, neat, effective display and a harmonious and pleasing whole. With this condition comes an added value to advertising of at least fifty per cent.—*Geo. H. Sauls, in the Inland Printer.*

LITERARY SYNDICATES.

In recent years the syndicate plan has had an important effect upon American journalism. The leading newspapers in the principal cities fill broadsides of their voluminous Sunday editions with special features furnished by one or another of the literary bureaus located in this city. The plan has, in the main, brought about a decided improvement in the tone and quality of Sunday newspapers. The division of expenses into numerous parts by an equitable apportionment of them among the members of a large syndicate enables each to command the work of the most celebrated writers of the day. It is no longer necessary to go to magazines and reviews for articles by philosophers, historians and statesmen, or novels by authors of world-wide reputation. They contribute regularly to the Sunday newspapers, along with the best talent in contemporary journalism.

The first newspaper syndicate was probably conducted by Tillotson & Son, of Bolton, England, who secured subscriptions for popular novels only among English newspapers. Mr. Dana, of the *Sun*, followed their example by offering occasional stories from Bret Harte for simultaneous publication in other newspapers. In 1883 Mr. Irving Bacheller, then a poor but industrious newspaper writer in this city, laid the foundations of the present Bacheller Newspaper Syndicate. His first offer to the American press was a novel by Joseph Hatton, one of the most popular of English romancists, and a regular London letter by the same writer. After some months, encouraged by his success, he gave up an editorial position on the Brooklyn *Times*, and devoted himself

entirely to the development of his business. He at once engaged a staff of specialists to supply him with a composite New York letter. It occurred to Mr. Bacheller that no one writer could cover with authority and completeness in a regular letter the many departments of life in a city so big as New York. In this composite letter he secured Amos J. Cummings to write about political events; the late Napoleon L. Thieblin (Rigolo) to cover the gossip of Wall street; Nym Crinkle to do the news of the theaters, while fresh social gossip was contributed by various ladies prominent in society. Each contribution was signed, and the complete letter filled from two to three ordinary newspaper columns each week. Illustrated fashion articles, illustrated short stories, Washington letters, comic articles by well-known humorists, with pictures, foreign letters, frontier sketches and special news letters were soon added to the service.

This syndicate is now controlled by Mr. Bacheller and James W. Johnson, and is probably the largest system of newspaper syndicates in existence. It has its representatives in all the great centers of activity the world over and issues about thirty columns of matter every week, accompanied with pictures. It sends its own artists and writers to the big conventions, the scenes of great disasters, or to events of national interest in any department of life. On its staff of contributors are found such names as the following: The Hon. Amos J. Cummings, John Swinton, Senator John J. Ingalls, Senator William M. Teller, Senator Butler, Secretary Rusk, the Hon. William McKinley, Senator Cullom, Gen. O. O. Howard, Clara Barton, Senator Mitchell, Roger Q. Mills, Frank R. Stockton, Julian Hawthorne, Marion Harland, James Payn, Edgar Fawcett, Opie P. Read, Howard Fielding, and Amelia E. Barr.

The price of the complete service ranges from \$15 to \$75 per week, according to the size of the city in which it is placed.

LIFE is too short to wade through two columns of trash to get at ten lines of sense. A man does not want to spend five hours reading a newspaper to get the things that happened during the six hours previously. Boil down, chop down, condense, be brief, is the motto in this office.—*Buffalo News.*

25 CTS	PISO'S CURE FOR	25 CTS
	CONSUMPTION	

Best Cough Medicine. Recommended by Physicians.
Cures where all else fails. Pleasant and agreeable to the
taste. Children take it without objection. By druggists.



* * * Kellogg's Lists have carried our advertisement almost continuously for ten years, and we are certain that nothing could have done us more good.

E. T. HAZELTINE.

WARREN, PA., May 20, 1890.

A PAYING ADVERTISEMENT.

The following letter from an advertiser who has tried the merits of PRINTERS' INK as an advertising medium, and knows its value, makes an interesting testimonial:

THOMASTON, Conn.
20 MURRAY ST., New York.
CHICAGO, 154 State St.
SAN FRANCISCO, 126 Sutter St.
LONDON, 7 Cripple Gate Buildings,
Wood St.

NEW YORK, January 6, 1891.

Publishers of PRINTERS' INK, New York:

GENTLEMEN—About a year ago we made fifteen hundred small clocks for paper weights, in a heavy metal case, for the Spencerian Pen Co., putting on the dials their well-known advertisement, "Spencerian Pens the Best."

It occurred to us that other advertisers might like to use the same idea and that PRINTERS' INK was a good medium through which to reach them.

We accordingly gave you a page advertisement in November last, illustrating it with a cut of the clock.

Scarcely a day has passed since it came out that we have not heard from it, and we have sold in consequence about seventeen hundred of the clocks, and the end is not yet, as about a hundred have been sent out as samples to parties who are considering whether to order.

They bore legends as follows:

The Plymouth Clothing House.

Standard Union, the Best Paper.

Compliments of the Evening Star.

John Seckler, the Clothier.

Chas. H. Fuller's Advertising Agency, Chicago.

Compliments of Eckerman & Will, Church Candles, Syracuse, N. Y.

I read the *Ballot*.

From John McManus & Co., Clothiers, Providence.

The *United Presbyterian*, the Best Medium.

J. & R. Lamb, etc., etc.

The responses came from Maine to Oregon, and while the "ad." was fresh it was very interesting to note the ever widening circle from which they came.

Advertisements in PRINTERS' INK are evidently read by advertisers.

Yours truly,

SETH THOMAS CLOCK CO.,

SETH E. THOMAS Treas.

BEATTY'S ORGANS \$35. Piano \$130
For catalogue,
address Hon. D. F. BEATTY, Washington, N. Y.

PHOTOS 16 Lovely Beauties, latest,
only 10c. 50 for 25c. Thur-
ber & Co., Bay Shore, N. Y.

\$1.00 Portraits—Made to order from
Photos. Cheapest newspaper cuts
made. Send for proofs. CENTRAL
PRESS ASSOCIATION, Columbus, O.

"I Write Adv's" for general
advertisers. Pamphlets,
Circulars, Letters. "Rates reasonably high."
GEO. W. ELLIOTT, Rochester, N. Y.

"Judge for Yourself." If you
think of advertis-
ing, nationally and high-classed, send for
book with above title. JUDGE PUB. CO., New
York.

THE ARKANSAS METHODIST,

LITTLE ROCK, ARK.

Sworn Circulation Fifty per Cent Larger than
that of any other paper, Religious
or Political, in the State.

THE BEST ADVERTISING MEDIUM IN
ARKANSAS.

Dodd's Advertising Agency, Boston.
265 Washington Street.

Send for Estimate.

RELIABLE DEALING. CAREFUL SERVICE.
— 10 — LOW ESTIMATES. — 11 —

Books

New Issues
every week
Catalogue
96 pages

free. Not sold by Dealers; prices
too low. Buy of the Publisher,

John B. Alden, 333 Pearl St., New York.

LEND ME YOUR EARS!

I've Caught Your Eye;
And Who Nose?
But I may be able to
do you good. My
business is Design-
ing, Planning and
Placing Advertising.
A. L. POPE, Advertising Agent,
ST. LOUIS, MO.

AUSTRALIAN. Before fixing up your
advertising, we should like you to write to us for
an estimate. We guarantee to save you money,
for, being on the spot, we can do advertising
cheaper than any other firm at a distance. All
papers are filed at our bureau, and every appear-
ance is checked by a system unparalleled for ac-
curacy. On application we will prepare any
scheme of advertising desired, and by return
mail will send our estimate. We desire it to be
understood that we are the Leading Advertising
Firm in the Southern Hemisphere. Established
over a quarter of a century. F. T. WIMBLE &
CO., 309 to 373 George St., Sydney, Australia.

MONEY CAN BE MADE

If you have a
good article to
sell, by advertising in newspapers. 80 adver-
tisers say. How did they do it? Write to us about
what you have to advertise, and we will tell you
how and whether NEWSPAPERS
ARE LIKELY TO PAY YOU.

J. L. STACK & CO. ST. PAUL, MINN.
Newspaper Advertising Agents
ST. PAUL, MINN.

Sent Free,

SOME NEW STYLES OF
"ADVERTISING PRIMERS,"

Considered the handsomest ever seen in New
York. If you are on the look-out for novel-
ties, send your address to A. L. Teele,
Writer and Designer of Advertising.
55 W. 33rd St., New York.

POSSIBLY,

A Fortune for 15 Cents.

If you are a capitalist looking for remunerative investments, or if you are an artisan, manufacturer, or business man contemplating a change in location, send 15 cents in stamps or silver to the OTTUMWA COURIER, at Ottumwa, Iowa (the coal palace city of the world), for elegantly illustrated thirty-two page edition, printed on book paper, and bound with cover, descriptive of the advantages and resources of the great Industrial Region of Iowa.

The Ottumwa Courier is recognized as the best evening newspaper in Iowa, and has a circulation of great value to reliable advertisers.

A. W. LEE, Publisher.

I.—

You know there are some

INGENIOUS

people who make a fortune out of nothing else but

IDEAS, IF

they can find people to buy them. Tradesmen who

INTELLIGENTLY

understand the value of originality when

INTRODUCED

into their advertising, know that a catchy style will

IMMEDIATELY

bring customers in crowds. We have some ideas that will

INTEREST

every tradesman and hit home to all

INDIVIDUALS.

O. J. GUDE & CO.,

GENERAL ADVERTISERS,

113 Sixth Ave., New York City.

JOHN S. GREY,
Literary Department.

Systematic and Persistent

It is the constant washing that wears away the stone, and judicious

Advertising

in well selected mediums, adapted to the particular article advertised, persevered in, will eventually point out

The Sure Road to

an ample return for the outlay. From Stephen Girard and A. T. Stewart to Barnum and John Wanamaker; one and all attribute largely to systematic, persistent and judicious advertising their wonderful

Success in Business.

Nearly 30 years' experience in placing the advertising of many of the best and most successful firms in the country enables me to give practical advice as to mediums, methods and cost.

Correspondence solicited.

Send for the Last Edition of my Advertising Hand-Book.

T. C. EVANS, Advertising Agent
294 Washington St., BOSTON.

ST. LOUIS

Journal of Agriculture

Sworn weekly issue to paid subscribers

41,000 Copies!

You buy ten hundred feet of lumber and are careful to see that you get 1,000 feet when it is delivered; you "watch out" that you actually receive 20 hundred weight for the ton you are asked to pay for in other stock, and are sure you have 144 glass bottles for the gross for which you have paid your good money. Is there any reason why you should not know the real amount of newspaper circulation delivered when you place an order for advertising?

No publication is more thoroughly read than the JOURNAL OF AGRICULTURE and not one stands higher among the desirable class whose interests it has so strongly advocated for a quarter of a century.

We furnish absolute proof of 41,000 copies to paid subscribers weekly, or we require no pay.

Advertising Rates very low.

Address the Agencies or

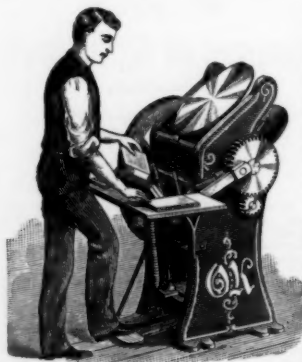
Journal of Agriculture,
ST. LOUIS, MO.

5 Lines
in
7,042 Newspapers
for
\$200.00

THE Kellogg Lists and the Atlantic Coast List advertised in this issue of PRINTER'S INK are a part of the 7,042, and the remainder are of about the same sort of home newspapers.

Address

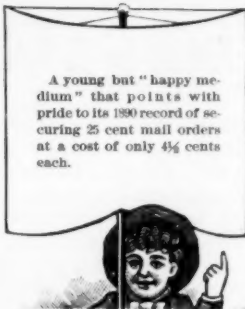
GEO. P. ROWELL & CO.,
Newspaper Advertising Bureau
to Spruce St., New York.



\$100.

And it's a mighty good little jobber.
Chase 9X13. Put one in your business—it will PAY. Do your own work.

KELSEY PRESS CO.,
MERIDEN, CONN.



COMFORT IS A-HEAD.

That smiles at the appropriation, by a New York monthly, of the lower part of its "schedule ad" that appeared in PRINTER'S INK August 27th, 1890, on their New Year's circular. But as Comfort leads all mediums in the U. S., when you figure cost of catching customers, with its proved record of but 4½ cents each for securing 25 cent mail orders, while it costs from 9¢ to 32 cents in other mediums, it can well point with pride to its own 1890 record and quietly smile at the efforts of BE-HEADING indulged in by its New York contemporary. It will pay you to use its columns. It now has a bona fide circulation of 500,000 monthly. Space at the Agencies, or of THE GANNETT & MORSE CONCERN, AUGUSTA, MAINE.

The Largest Order for Advertising IN MONTHLY PERIODICALS

Ever Given in the World by a Single
Advertiser to a Single Publisher!

ALLEN'S LISTS

receive an order for advertising amounting to
**TWENTY-ONE THOUSAND
SIX HUNDRED DOLLARS!**

No other publisher will receive this line of advertising, because, as the advertiser states: "There exist no other mediums good enough and strong enough to carry it."

Honest count wins! Results to advertisers win! High quality of circulation wins! All-round merit wins! ALLEN'S LISTS have been and are paying their patrons better than any other general advertising mediums in America. That is the reason why they are receiving the LARGEST patronage of any General Advertising Mediums in America.

OFFICE OF R. W. SEARS,
MINNEAPOLIS, Minn., July 29th, 1890. }

E. C. ALLEN, Esq., Augusta, Maine.

Dear Sir—I have this day made a contract with Charles H. Fuller's Advertising Agency for five thousand lines in the advertising columns of Allen's Lists, to be used in twelve issues of same, commencing September, 1890.

I have, as you know, advertised to a considerable extent for years, using all the best advertising mediums. I have had phenomenal returns from Allen's Lists. According to their cost they have not only paid me better, but immensely better, than any other mediums, and it is for this reason that I am now able to patronize them so extensively. This heavy amount of advertising of five thousand lines in twelve issues will be given to no other publisher and will appear in no other mediums, for the reason that my experience has demonstrated that there exist no other mediums good enough and strong enough to carry it.

Very truly yours, R. W. SEARS.

A Supposition.

SUPPOSE A LADIES' PAPER filled with bright, pure, entertaining literature.

SUPPOSE THE PUBLISHERS always give honest values for honest dollars.

SUPPOSE YOUR ADVERTISEMENT appears next reading matter, and clear, clean press-work is the rule, not the exception.

SUPPOSE YOU GET 200,000 honest circulation for 80 cents a line.

Would it interest YOU?

A copy of HOME CHEER costs nothing but the trouble to write. We shall be glad to serve you.

THE HOME CHEER COMPANY,
Home Cheer Building,
LYNN, MASS.

THE TEACHER,

A Monthly Journal of Education and Pedagogy,

During 1901, will reach **every person** in the U. S. employed in any department of the work of Education. The circulation is guaranteed to **exceed 50,000 copies** each issue, and THE TEACHER is the most highly accredited journal in its field.

RATES:

Per line, nonp., each insertion..\$.40
" inch (12 lines).....	4.50
" column (10 inches).....	40.00
" page (3 cols.).....	120.00

DISCOUNTS

on continuous insertion: 3 months, 10 per cent.; 6 months, 15 per cent.; one year (10 months), 25 per cent.

Publication Day, the 15th.

Copy required two weeks in advance. Advertisers beginning February for the year will systematically cover the entire body of American teachers and school officers.

Address—

THE TEACHER,

3 East 14th St., N. Y.

Sunday School Times,

PHILADELPHIA.
Presbyterian.
Lutheran Observer.
National Baptist.
Christian Standard.
Presbyterian Journal.
Ref'd Church Messenger.
Episcopal Recorder.
Christian Instructor.
Christian Statesman.
Christian Recorder.
Lutheran.

BALTIMORE.
Baltimore Baptist.
Episcopal Methodist.

CONFIDENCE.

For many years each of these papers has been doing its work so well that, in its own denomination, it has gained and still holds the loving confidence of its readers.

CONSUMERS.

Together these papers reach every week over **260,000 FAMILIES**, in which are required the comforts and luxuries of refined living to accord with their position in life. They have the money to buy what they need.

CHEAPNESS.

Advertisers secure low prices because we save them expense by handling these papers in combination.

Write for full particulars to us about all or any of them.

One
Price
Advertising

Without Duplication
of Circulation

HOME 14 BEST
JOURNALS WEEKLIES
Every Week
Over 260,000 Copies

Religious Press
Association
Phila



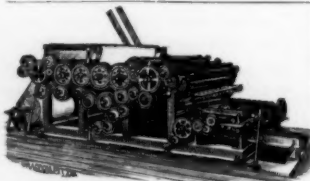
Twentieth Century Publishing Co.,
4 Warren Street, New York City:
Gentlemen--

The two insertions of our advertisement in the Twentieth Century have brought us more responses than any other advertisement of equal cost. We take pleasure in inclosing check in payment of bill and will patronize you further.

Yours very truly,

Chas. L. Webster & Co.

[Publishers of the "Library of American Literature," a \$33 set of books.]



This is the Only Book Perfecting Press in the World.

Printing from copper plates, pasting and folding twenty-four pages in one operation. This it does rapidly and in excellent style for **The National Stockman and Farmer**, Pittsburgh, Pa. Its record for the past thirteen weeks has been:

Date.	Copies Issued.	Postage Paid.
Oct. 2.....	46,534.....	85.71
" 9.....	52,119.....	83.59
" 16.....	45,050.....	166.63
" 23.....	52,917.....	88.82
" 30.....	46,022.....	91.83
Nov. 6.....	50,048.....	89.45
" 13.....	50,900.....	88.93
" 20.....	52,300.....	89.32
" 27.....	50,024.....	90.39
Dec. 4.....	50,030.....	90.39
" 11.....	52,670.....	94.98
" 18.....	53,208.....	99.32
" 25.....	53,020.....	89.18
Average.....	50,371.....	

For rates, etc., enquire of

Axtell, Rush & Co., Pittsburgh.
J. C. Bush, 22 Times Bldg., New York.
Paul E. Derrick, 215 Dearborn St., Chicago.

SOME ADVERTISING AGENTS

have said that we give the lowest rates to be obtained on Home-Print Country Weeklies.

WE THINK THIS MAY BE TRUE!

Absolute proof that advertising charged for has been done is furnished each customer by showing one copy of each date of papers on our bills.

NO PAPER SHOWN,
NO PAY REQUIRED.

Who offers more satisfactory proof?

NELSON CHESMAN & CO.

ESTABLISHED 1874—INCORPORATED 1886
Newspaper Advertising Agents

Business Office, 1127 Pine St., St. Louis, Mo.
Branch Office, 54 Beckman St., New York City.

THREE WANTS.

WE WANT YOU WANT THEY WANT

PURCHASERS!

MONEY!

INSTRUMENTS!

"Money Supplies Wants."

READ "OUR WANT" PRIZE OFFER.

SECURE FIFTY GOLD DOLLARS.

The **CORNISH PIANOS AND ORGANS** are unequaled, standing at the head of all musical instruments after a test trial of a quarter of a century. Nearly one thousand per month are now being manufactured and shipped to the homes of the people in every section of the country, and our business reaches a grand total of one million dollars (\$1,000,000) for the year 1890. Yet we shall not be satisfied until every family in this broad land has knowledge of our manufactory, as well as our instruments; their style, beauty, durability and tone. How to reach every family and introduce our instruments into new homes is the question to be solved at once. How shall we do it?

A Fifty Gold-Dollar Prize.

This is what we offer for a solution of the question. We are willing to pay for a **PRIZE ADVERTISEMENT \$50.00 CASH.**

To that end we now offer fifty dollars for the best and most attractive advertisement calculated to introduce our Pianos and Organs into new homes, and to put us into correspondence with intending purchasers. All Prize advertisements not to exceed six to eight inches single, or three to four or even five inches double column, and to be received at the office of **CORNISH & CO.** on or before February 1st.

These prize advertisements may be plain or illustrated, and our handsome, illustrated catalogue, containing illustrations of our factory, pianos and organs, will be mailed free to all competitors for the gold prize. We will award the prize to the successful writer on or before February 10th, 1891, and if there are found to be several advertisements of superior merit, we will give additional prizes of \$25, \$20, \$15, \$10 and \$5, and the result will be published in **PRINTERS' INK** by March 1st.

All prize advertisements to be the exclusive property of **CORNISH & CO.**, and for all such advertisements, except those taking a prize, which we use, we will pay \$5 to the writer. All advertisements will receive careful consideration, and the prizes will be awarded according to merit, impartially. Address

CORNISH & CO. (Old Established and Reliable,) Washington, Warren Co., N. J.

PROVED
CIRCULATION
(TRADE MARK)

12 ————— MILLION ————— 12

WE hereby contract to **PROVE** a **PAID CIRCULATION** on our two weekly papers, the **SATURDAY BLADE** and **CHICAGO LEDGER**, of not less than **12,000,000** copies for the entire year of 1891. This clause will be inserted in all combined annual contracts for advertising space during 1891.

One year ago the **SATURDAY BLADE** had a circulation a little over 60,000 copies per week. At present the paid circulation exceeds 150,000 copies per week. It has "gone up" nearly three times in one year, and the growth is greater now than ever before.

One year ago the **CHICAGO LEDGER** had about 30,000 copies weekly; to-day, over 80,000 copies per week.

If the per cent. of increase should only be one-half the next what it has been the past year, the combined circulation by 1892 will be over 500,000 copies per week.

The **BLADE** is sold by our own Agents and Newsboys on the street in over 6,100 cities and towns every Saturday, while on each Wednesday they make a house to house canvass and deliver the **LEDGER**.

W. D. BOYCE, Publisher, 116 and 118 Dearborn Street, Chicago, Ills.

12,000,000 COPIES.

PHILADELPHIA ITEM

STATEMENT OF CIRCULATION.

DAILY. SUNDAY. WEEKLY.

FROM JULY 1, 1890. TO DECEMBER 31, 1890.

JULY.	AUGUST.	SEPT.	OCT.	NOV.	DEC.
170,900	172,500	166,900	172,600	177,380	175,500
171,300	169,900	168,400	172,980	*179,040	173,600
172,800	*169,300	169,300	173,000	176,800	174,900
No Paper.	+ 42,106	+ 42,168	+ 42,196	+ 43,220	+ 43,301
+ 42,020	169,140	170,100	173,300	195,900	174,780
164,300	170,300	169,800	*178,500	246,900	175,300
*170,040	170,800	168,480	178,280	198,080	176,800
171,300	172,380	*176,380	173,800	178,400	*176,860
169,000	171,600	171,200	173,960	179,770	175,600
169,280	168,600	170,640	174,100	*178,480	174,380
170,100	*169,380	169,900	174,300	176,100	174,200
+ 42,060	+ 42,114	+ 42,188	+ 42,198	+ 43,263	+ 43,216
170,080	168,300	170,300	175,840	175,900	174,700
168,200	169,140	171,400	*178,360	176,280	175,300
*170,160	169,500	170,860	176,080	176,600	176,920
171,400	170,080	*177,040	174,200	176,920	*177,200
170,800	171,300	172,300	175,100	178,080	174,900
171,030	168,300	171,800	175,300	*178,200	173,640
170,900	*169,020	170,900	175,900	175,900	173,900
+ 42,110	+ 42,131	171,200	+ 43,204	+ 43,271	+ 43,328
171,300	169,200	+ 42,183	176,470	174,640	174,300
169,580	169,460	172,100	*178,500	175,080	174,960
*170,300	170,500	172,300	176,200	175,300	176,700
170,140	169,900	*178,300	175,380	176,000	*176,480
169,380	170,400	173,480	174,800	177,830	174,020
170,040	169,080	172,800	175,600	*177,340	173,600
170,300	*168,492	172,960	175,900	176,080	173,900
+ 42,069	+ 42,153	+ 42,190	+ 43,212	+ 43,278	+ 43,340
170,800	169,080	173,000	176,200	174,900	No Paper.
168,320	169,200	173,300	*178,640	175,200	170,460
*170,040	170,300	173,920	176,800	163,400	172,900
169,200	169,840	*178,380	174,900	172,800	*176,500
170,080	170,900	174,000	175,080	174,760	174,000
170,300	168,500	173,400	175,500	*176,500	173,960
171,250	*182,300		175,900	+ 43,289	174,200
					+ 43,243
5,291,409	5,345,006	5,333,349	5,609,740	5,611,301	5,460,888

* Sunday.

+ Weekly.

The above statement does not include free copies distributed, exchanges, or returned papers.

Total of all issues for year, . . . 65,495,359 Average Sunday circulation, . . . 174,329

Total for 311 week-day issues, . . . 54,244,310 Total weekly circulation, . . . 2,192,157

Daily average for year, . . . 174,419 Average weekly circulation, . . . 42,137

Total Sunday circulation, . . . 9,068,892

City of Philadelphia, s.s.:

Personally appeared before me, the subscriber, John F. Pole, Magistrate of Court No. 10, of the said city, Harrington Fitzgerald, who being duly sworn according to law, doth depose and say: That he is the Manager of THE PHILADELPHIA ITEM; that to the best of his knowledge and belief the above table correctly shows the circulation of THE ITEM from July 1st, 1890, to December 31st, 1890, inclusive, and further deponent saith not.

Sworn and subscribed before me this }
3d day of January, A. D. 1891.

JOHN F. POLE,

Magistrate of Court No. 10.

HARRINGTON FITZGERALD.

S. C. BECKWITH, } SOLE } 48 TRIBUNE BUILDING, New York.
AGENT, } 609 THE ROOKERY, Chicago.

Miscellanies.

A CERTIFICATE.

The books and papers all is full
Of pictures and of writin'
Tellin' about some brand o' soap
All sorts o' folks delightin'.

The powerfulest make I ever knew
Came out o' our old kettle,
Fer 't was the kind Ma used to use
A lyin' tongue to settle.

It sort o' took my appetite
And washed my conscience clear;
And I ain't quite forgot it yet,
Though come to forty year!

—Dorothea Lummis, in *Puck*.

A clothing merchant advertises a \$10 suit for \$5. It isn't a lawsuit. A \$10 lawsuit costs \$20.—*Ex.*

A man advertises for a competent person to undertake the sale of a new medicine, and adds that it will prove highly lucrative to the undertaker.—*Demarara Argosy*.

When the foreman of a printing office falls out with his girl it ought to be an easy matter for him to kiss and make up.—*Washington Mirror*.

"Here's an item about a man who was killed on a railroad track," said the reporter.

"Call him a victim of the deadly parallel," replied the editor.—*Ex.*

"We made a run on the bank yesterday," writes an editor, "and we are \$10 better off to-day. It was a railroad bank, and we beat the town marshal in a foot race."—*Atlanta Constitution*.

Society as He Found It.—Mrs. Intrade: Where is your father?

Adult Son—He is at the store, editing his edition of "Society as I Have Found It."

Mrs. Intrade—What? A book?

Son—Yes, a ledger, full of unpaid and uncollectable bills.—*New York Weekly*.

Philanthropist—Hungry, are you? Well, here's a dime.

Mr. Collums—I thank you, sir, in the name of the daily *Bucket*, which I represent. I am assigned to work up an article about "How the Requests of Needy Mendicants are Responded to by our Solid Citizens." Good day, sir.—*Puck*.

At Heaven's Gate.—St. Peter: Your residence and business, please?

Applicant—I condensed and wrote for a Detroit drug journal.

St. Peter—Step on the elevator, please.

Applicant hastily gets on and then asks, eagerly, "How soon does it go up?"

St. Peter (severely)—It doesn't go up, it goes down.

Slides down.—*Pacific Musical Journal*.

New Mother-in-law Joke.—Son-in-law: I can't understand why the comic papers show such bad taste as constantly to publish jokes about the mother-in-law.

Mother-in-law—It is really the greatest injustice, and I am glad to find a man at last who—

Son-in-law—Yes, it is the greatest injustice! A man is glad when he can, for a moment, forget his mother-in-law, and to be continually reminded of her in this way is positively cruel.—*Quebec Chronicle*.

Indispensable.—Wiley: Tell me something good for a joke.
Driley—Point.—*Puck*.

When men are as good as their obituaries and women are as good as the men think they are, the recording angel in heaven can take his long-needed vacation.—*Atchison Globe*.

Preaches, but no Practice.—"Who is that frightfully dressed woman that you just recognized?"

"That is Madame Prim, editor of a fashion magazine."—*Judge*.

"Was that a poet?" asked the editor's friend, referring to a man who had left a piece of manuscript for examination.

"Yes; an MS-ary of the muse."—*Smith, Gray & Co's Monthly*.

Mr. Howells calls his new novel "An Imperative Duty." From the very fact that he still writes novels, Mr. Howells evidently does not know what an imperative duty is.—*St. Joseph News*.

Poet—I have a— a little contribution for—for the waste-basket.

Editor—We have no waste-basket.

Poet—I am delighted to hear that.

Editor—We use a barrel.—*New York Weekly*.

A Creed for Tramps.—A Mormon zealot has started a paper at East Jordan, Mich., which he christened *Herald of the Millennium*. One article in his creed is that it is ungodly to wear boiled shirts.—*Boston Globe*.

Taking No Chances.—Young Author: I've hit on a name for that story of mine, Tom! A regular inspiration. I'm going to call it "The Inevitable."

Tom—For heaven's sake—why?

Young Author—Why? Because the editor will have to accept it.—*Puck*.

Editor—Here's a fellow sends me a story called "A Sermon On The Mount." It begins: "Blessed are the merciful, for they shall obtain mercy." Stole the whole thing from Shakespeare!

Foreman—It sounds more like Talmadge.

Editor—Well, he stole it, too. I'll write an editorial about it and show him up.—*Atlanta Constitution*.

"Here," said a physician attending a man who had been run down by a team, "what stuff is this you've brought? Bibb's nerve tonic? We want whisky, not some patent medicine."

"Well," said the diligent newspaper reader, who had procured the restorative, "Bibb's nerve tonic is advertised to cure that 'run down feeling,' and so I"—

But the doctor was painting the air blue.—*St. Joseph News*.

Power of the Press.—In the sanctum: Wrathful Visitor—Your confounded paper has cost me a pretty sum.

Editor (calmly)—Please explain.

In your issue of day before yesterday you were kind enough to state that a burglar had entered my house, stolen a roll of money from the bureau, but, happily, neglected to take a gold watch that always reposed in the adjoining drawer.

Well?

It's not well at all! That infernal burglar, guided by your information, came last night and took the watch.—*Pittsburg Bulletin*.



A PLAN OF ADVERTISING



TO ADVERTISERS:

If you wish a plan of advertising prepared to cover
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**A Hundred or Five Thousand or
A Thousand, Fifty Thousand
Dollars,**

In a designated State or a designated Section,

**To be done
In a month
Or a year,**

We will prepare an advertisement to be used,
Name the papers that should be used, and
Tell the prices that should be paid.



For this service we will make a reasonable and
proper charge, and you will be at liberty to do the
advertising by direct contract with the publishers, or
through any advertising agency, or not to do it all.



Address—

**GEO. P. ROWELL & CO.,
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of
Known
Circulation.

“Our Paper Is Growing”

That is the attraction some publishers hold out to the advertiser. They tell him how their paper is growing in popularity, and how many more copies they are printing than they were six months ago. Then they wonder why he doesn't become enthusiastic. The advertiser is glad to know that such-and-such a paper is growing,—bye-and-bye, when it has had time to establish itself firmly he will want to use it, himself. In the meantime he will buy space in papers that have something to offer in the present—not in future prospects.

“Our Paper Has Grown”

That is the kind of a medium the shrewd advertiser is after. No wonder so many of them use the **Omaha BEE**. It outgrew its swaddling clothes long ago and to-day has tremendous hold upon the great district west of the Mississippi. The **BEE** is well and favorably known as one of the leading and most influential papers published between Chicago and San Francisco. It has lately erected one of the finest newspaper buildings in the country and is justly considered a most profitable property. In making out their Western lists, advertisers always put the **BEE of Omaha** first.

Is it on *YOUR* List?

DAILY Edition Exceeds	-	-	22,000
SUNDAY “ “	-	-	26,000
WEEKLY “ “	-	-	42,000

A. FRANK RICHARDSON,
Special Eastern Agent,

317 CHAMBER OF COMMERCE,
CHICAGO.

13, 14 & 15 TRIBUNE BUILDING,
NEW YORK.